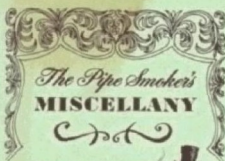


LEO BURNETT COMPANY, Inc.

Ad No. 157—Req. No. 18158—1 col.—B&W

2 1/4 x 10 in.—
Argosy, 1962
True, 1962 (A)
Field & Stream, 1962
American Legion, 1962



*Fidbits, Tips and
Trivia on the art
of Pipesmanship*

HOW TO CAKE A NEW PIPE



Take your pick. You can coat the inside of the bowl with honey or black molasses (wiping off excess). Or fill the bowl with good dark rum and let soak overnight. Or simply scrape it and moisten with water. Then smoke up a good caking.

A cake thickness of 1/16 to 1/8 inch is the usual recommendation—but who's measuring? Depends on how you like it.

An old-timer we know suggests: "If your little finger won't fit in the bowl, it's time to ream—but go easy. You can have your cake and smoke it too."



*The man who smokes thinks like a
sage and acts like a samaritan.*

BURNETT-LITTON



THE PIPE TOBACCO THAT STAYS LIT



Bond Street Pipe Tobacco keeps burning because of its old English cut—a combination of flakes for even-burning and cubes for slower-burning. You'll like its aroma of fine imported and domestic tobaccos, too.



**A good pipelul
is better than
a quiet wife.**

BOND STREET

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